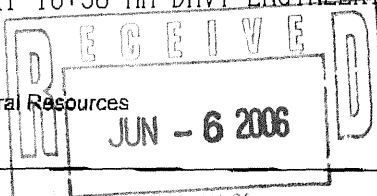


State of Wisconsin
Department of Natural Resources
dnr.wi.gov



Notice of Intent to Apply for Coverage Under MS4 General Permit WPDES Permit No. WI-S050075

Form 3400-NNN (R 2/06)

Page 1

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's Internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality
Town of Campbell

Mailing Address
2219 Bainbridge Street

City
La Crosse

State
WI

Postal Code
54603

County(s) in which Applicant is located
La Crosse

Type of Municipality: (check one)

☐ County ☐ City ☐ Village ☒ Town ☐ Other (specify)

Section II: Local Contact Information (check one)

Name of Municipal Contact Person
Scott Johnson

Title
Town Chairman

Mailing Address
2219 Bainbridge Street

City
La Crosse

State
WI

Postal Code
54603

E-mail address
<http://www.frenchislandwi.com/>

Telephone Number (include area code)
(608) 783-0050

Fax Number (include area code)
(608) 779-9396

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 12.6	Total municipal population (in year 2000): 4,426
MS4 service area within Urbanized Area (in square miles): 12.6	Municipal population within Urbanized Area (in year 2000): 4,426

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

We plan to partner with La Crosse County and the other MS4s in the La Crosse metro area and work with UW Extension to develop a public education and outreach program which will likely include printed material as well as PSAs.

We also plan to create a Storm Water web page on the Town of Campbell website,
<http://www.frenchislandwi.com/home/welcome/index.asp>

We plan to complete these activities within 24 months of the WPDES Permit start date.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

We plan to work with civic groups, such as the Boy Scouts, to implement a program of stenciling storm water inlets.

We plan to organize a cleanup day with emphasis on storm water related issues.

We plan to complete these activities within 24 months of the WPDES Permit start date.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

We plan to update our storm sewer map and develop a new ordinance prohibiting non-storm water discharges into the MS4 and will include appropriate enforcement procedures and actions. We plan to develop a program to detect and address non-storm water discharges, including illegal dumping into the MS4. The program will include employee training to detect, document and remove/correct illicit discharges. We plan to publicize and document the program on our web site.

We plan to work with the La Crosse County landfill to establish a recycling program that will include Mercury and PCB related items.

We plan to submit the ordinance and illicit discharge response procedure within 30 months, complete initial field screening within 36 months and submit on-going field screening within 48 months of the WPDES Permit start date.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

We currently have coverage for construction site pollutant control under the La Crosse County erosion control ordinance, Chapter 21.

We plan to train our Building Inspector so he can inspect construction sites for proper erosion control. We plan to develop a program for him to document and track inspections and compliance.

Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S060075

Form 3400-NNN (R 2/06)

Page 3

We plan to complete these activities within 24 months of the WPDES Permit start date.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

We plan to develop an ordinance that adopts Wisconsin Administrative Code NR151 and prohibits Mercury and PCB discharges in storm water. We understand La Crosse County is planning a County-wide Post-Construction Storm Water Ordinance and plan to work with them to obtain coverage in the Town of Campbell.

We plan to establish a policy that any planning or construction done in the Town considers and complies with NR 151 and the WPDES Permit requirements.

We plan to complete these activities within 24 months of the WPDES Permit start date.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

We plan to formalize a street sweeping program that will prioritize areas to be swept and optimize the time of year for sweeping. In addition, we plan to develop a formal inlet cleaning program and regular inspection and maintenance of swales, ditches and ponds. We plan to train employees responsible for maintenance to understand and recognize storm water quality related issues.

We plan to develop a policy that all new storm sewer inlets be constructed with sumps to capture suspended solids.

We plan to pursue a grant to obtain a high efficiency street sweeper. This activity will include partnering with the other MS4s in the La Crosse area to determine the feasibility of sharing the sweeper(s).

We plan to complete these activities within 30 months of the WPDES Permit start date.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

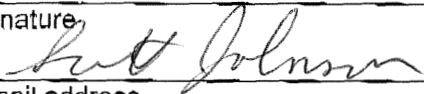
Authorized Representative Name

Scott Johnson

Title

Town Chairman

Signature



Date Signed

May 26, 2006

E-mail address

<http://www.frenchislandwi.com/>

Telephone Number (include area code)

(608) 783-0050

Fax Number (include area code)

(608) 779-9396

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program - WT/2
PO Box 7921
Madison, WI 53707-7921